

## Eurovet Asia Announces New Venue and Dates for Interfilière Hong Kong

For its 12<sup>th</sup> edition in Hong Kong, and the 2<sup>nd</sup> under its new curated format, **Interfilière** is announcing its next event to be held on **March 27-28, 2018** at **Kai Tak Cruise Terminal**, a vibrant location inspiring creativity, exchanges and innovation.

Shaking up the codes of traditional trade shows, Interfilière Hong Kong initiated in March 2017 a new flexible format aiming at fulfilling better the needs of the industry. Developing synergies with its high-technology device, business matchmaking opportunities and trend forecast, this 2-day exclusive event focused on bodyfashion will bring together top selected buyers with a selection of the most innovative mills, accessories suppliers and OEM/ODM companies from all over the world.

### WHAT TO EXPECT?

#### THE STEERING COMMITTEE

Holding up to its value, Interfilière Hong Kong organize pre-selection meetings prior to the show, by having buyers and experts of the industry meeting together with the mission to identify new comers with high value and select the most innovative exhibitors for the show.

#### THE STEERING COMMITTEE MEMBERS:

1. Jos BERRY, Founder & CEO, CONCEPTS PARIS
2. Derek CHEUNG, Senior Manager Technical Material, PUMA
3. Karen CHEUNG, Senior Product Development Manager, FRUIT OF THE LOOM
4. Elizabeth CORMACK, Raw Material Developer, LULULEMON
5. LIN HAI, Co-founder & Creative Director, PARTICLE FEVER
6. Anderson LEE, Board Member, SAC – SUSTAINABLE APPAREL COALITION
7. Janet LEE, Business Area Manager, MARKS AND SPENCER
8. Olivia LEE, Managing Director, CHARMANTE (CHINA) LIMITED
9. Steve LITTLE, Managing Director, WOLF LINGERIE ASIA
10. Xiaolu LIU, Founder & President, NEIWAI
11. Jeffrey LU, Managing Director, MOONTIDE
12. Karen NG, Secretary, HKIAIA - HK INTIMATE APPAREL INDUSTRIES' ASSOCIATION
13. Marilyn PLA, Asia Brand Coordinator, ETAM LINGERIE – UNDIZ
14. Xiaoxia QIN, Technical Director & LA CLOVER Chief Designer, AIMER – LA CLOVER
15. Robert Jay WHARMBY, Head Design Manager, DORINA
16. Jacqueline YAU, Founder, GOURAMI

The 1st selection committee has successfully taken place on Dec 13th, 2017. We are pleased to announce the first round of selected companies as premium exhibitors on board with Interfilière Hong Kong:

BISCHOFF TEXTIL AG / D2P BILLON / DONGGUAN CAIDI PRINTING CO LTD / DONGGUAN FANGXIN TEXTILES COMPANY / DONGGUAN HUMEN XINGHUI FLOCKING & PRINITNG FACTORY / DONGGUAN JIADATAI TEXTILE / FUJIAN CHANGLE XINYU KNITTING / FUJIAN HANNICE TEXTILE / GEMMA KNITS (THAILAND) / GLOBAL BEST

INDUSTRIAL / GUANGDONG BILLION UNION TEXTILE / GUANGDONG XINHUI MEIDA NYLON / GUANGDONG YONGJIA UNDERWEAR MATERIALS TECHNOLOGY / GUANGZHOU HUAR GARMENT / GUANGZHOU SEAL-BEAUTY BRA CUP / HSUN (HONG KONG) / JEANA LACE & CLOTHING (GD) / JIANGSU GOLDEN AUTUMN ELASTIC FABRICS / JIENUO GARMENT INDUSTRIAL / PUNNING GOLDEN KNIT / SHANTOU JINSU INDUSTRIAL / SHANTOU YU YUAN ZHI ZAO / SHEN ZHEN XIANG RUI DA TRADING COMPANY / VERYLACE / WELON (CHINA) / WUXI ZHENXIN SPECIAL TEXTILE GARMENT / XIAMEN LIYING KNITTING / XUSANY GROUP SHENZHEN / Yawei LACE (HK)

During the committee session, analyzing the samples, DORINA, CHARMANTE, L & A LINGERIE, MOONTIDE and others have already started sourcing!

The 2nd selection committee will be held early February 2018.

## THE GALLERY

Right at the entrance of the event, THE GALLERY will display the collections of all exhibitors selected by the Selection Committee, allowing visitors to discover the offerings at their own pace.

Equipped with a high-tech system (POKEN), visitors will be able to collect profiles and pictures of their targeted companies and samples. All the collected information will be accessible on any computer devices by logging onto their own personal accounts.



## CONFERENCES

Get inspirations from visionaries keynote speakers, feed yourself with market information, compare your point of view through panel discussions, seek for the latest trend information... The show will present a track of conferences covering trend-themed conferences and industry news, such as:

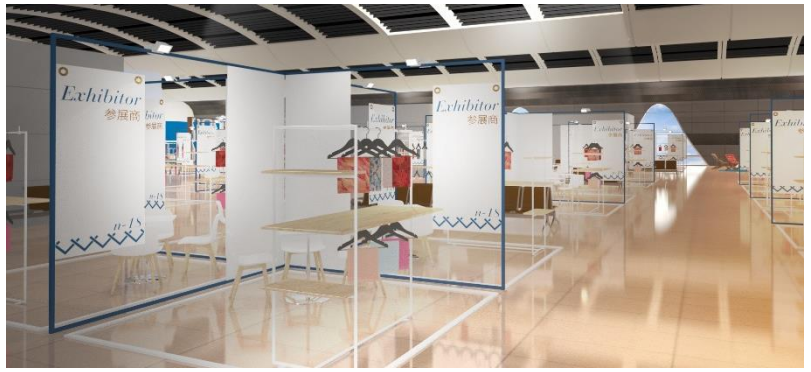
- Trend conferences by Concepts Paris & WGSN
- Industrial analysis and forecasts by economists
- Conferences on Innovation and sustainability, with already actionable elements applicable to our industry
- Conferences focused on Athleisure and new solutions developed / being developed

The program of seminars and conferences is currently in the process of formation, a detailed conference schedule will be disclosed soon.



### THE MEETING AREAS and SHOWROOMS

Expect everything else than a conventional trade show with booths. Breaking through the boundaries, buyers and exhibitors will be able to interact and connect in the most flexible way, with time and space efficient designed and furnished meeting areas or showrooms.



### THE STUDIO

An undisclosed room, ideal for exhibitors to introduce the launch of a new product, solution or innovation.

During 45 minutes, exhibitors will be able to present their latest innovation to a selection of invited guest!



### THE FORUM/CREATIV' LAB

The human element is becoming a key feature in the evolution of Interfiliere forums. Resonating with the growing passion for "Real" on original performance and real garments, as well as desire for inspiration in every aspects, the iconic Interfiliere Trend Forum, which has evolved as Creativ' Lab dedicated to its Hong Kong edition, will present a curated project "Nature Moves Us" where invited guests express their connection with nature.



This ode to nature is a call to awaken our conscience. A true response to the exponential demand for what is "real" and "concrete".

(Autumn/winter 2019/20)

### NETWORKING OPPORTUNITIES

Last but not least, Interfiliere Hong Kong commits itself to be an accelerator of networking opportunities by incorporating advanced technology and exclusive all-day-long events:

- Connect any time, any place in just a touch!  
Every exhibitors and visitors will be equipped with a high tech device allowing them to share and collect information. All the information collected will be directly load to their private account and accessible from any computers.
- Take part in all our networking events:  
**Breakfast** from 9:30 am to 10:30am

**Lunches** from 12:00pm to 2pm

**Happy Hours** from 5:00pm to 8pm



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 *We wish you a happy, healthy, & successful new year* 